

For decades, LANDSCAPE MANAGEMENT has been a trusted resource for golf course superintendents, providing outstanding coverage of golf/turf practices and products. I'm delighted to let you know that the publishers of LM are about to launch a new magazine just for you.

In late January, you'll begin receiving *Golfdom*, a new magazine that's customer-designed for today's busy and business-oriented superintendent.

If you recognize the name *Golfdom*, you probably remember that it was the Bible of the golf course industry for more than 50 years. Under the leadership of the legendary Herb Graffis, *Golfdom* was the business journal of golf. The magazine was known for innovative technical coverage, articles written by leading industry experts, great opinion pieces and a strong commitment to the betterment of the industry.

The new *Golfdom* will be focused like a laser on today's fast-paced, bottom-line golf business. We'll cover the tech-

nologies and techniques you need to succeed. We'll bring you lots of how-to case studies that give you the practical know-how to do the job yourself.

We'll cover architecture, construction, renovation and restoration like no other publication. And, we'll have the best opinions and analysis you've ever seen in a golf course magazine. *Golfdom* will be relevant, compelling, great looking, insightful, fast-paced, hip and even (believe it or not) fun.

I'm honored to help bring *Golfdom* back to life and to finally give you the magazine you deserve. I'm excited to renew my friendships with the many superintendents, architects and others around the industry I worked with during my nine years on the GCSAA staff, and I look for-

GOLF

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Pasatiempo's glory restore

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Precision turf management is here

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The 'natives' return to Jasper

PAGE 14 G ▶

Golf course fumigation ABCs

ward to hearing your ideas about the new *Golfdom*. Just call me at 800-225-4569, ext. 126, or send an e-mail to: patrick.jones@advanstar.com.

Look for *Golfdom* in your mailbox before the GCSAA show. I think you're going to like what you find. **LM**

Welcome to Golfdom



Patrick Jones

PATRICK JONES
Editor & Publisher
Golfdom



The new *Golfdom*: relevant, upscale, hard-hitting and cool. Coming in January!